

National Prevention Strategy

Partners in Prevention

COMMUNITY, NONPROFIT, and FAITH-BASED ORGANIZATIONS



The National Prevention Strategy aims to guide our Nation in the most effective and achievable means for improving health and well-being. Aligning and coordinating prevention efforts across a wide range of partners is central to the success of the National Prevention Strategy. Engaging partners across disciplines, sectors, and institutions can change the way communities conceptualize and solve problems, enhance implementation of innovative strategies, and improve individual and community well-being.

WHY PARTNER WITH THE NATIONAL PREVENTION STRATEGY?

Partners play a variety of roles and are trusted members of the communities and populations they serve. Opportunities for prevention increase when those working in housing, transportation, education, and other sectors incorporate health and wellness into their decision making. Community coalitions can be effective in raising awareness of and attention to a broad range of issues (e.g., alcohol and other substance abuse, teen pregnancy, cancer prevention and control), and implementing effective policies and programs.

RECOMMENDATIONS: NATIONAL PREVENTION STRATEGY STRATEGIC DIRECTIONS

Healthy and Safe Community Environments

- ▶ Convene diverse partners and promote strong cross-sector participation in planning, implementing, and evaluating community health efforts.
- ▶ Implement processes to ensure that people are actively engaged in decisions that affect health.

Clinical and Community Preventive Services

- ▶ Inform people about the range of preventive services they should receive and the benefits of preventive services.
- ▶ Support use of retail sites, schools, churches, and community centers for the provision of evidence-based preventive services.
- ▶ Expand public-private partnerships to implement community preventive services (e.g., school-based oral health programs, community-based diabetes prevention programs).
- ▶ Support community health workers, patient navigators, patient support groups, and health coaches.

Empowered People

- ▶ Empower individuals and their families to develop and participate in health protection and health promotion programs through neighborhood associations, labor unions, volunteer/service projects, or community coalitions.
- ▶ Identify and help connect people to key resources (e.g., for health care, education, safe playgrounds).
- ▶ Support and expand continuing and adult education programs (e.g., English language instruction, computer skills, health literacy training).

Elimination of Health Disparities

- ▶ Bring together professionals from a range of sectors (e.g., transportation, health, environment, labor, education, housing) with community representatives to ensure that community health needs are identified and that needs and barriers are addressed.
- ▶ Help ensure that prevention strategies are culturally, linguistically, and age appropriate and that they match people's health literacy skills.
- ▶ Provide Internet access and skill-building courses to help residents find reliable health information and services.



RECOMMENDATIONS: NATIONAL PREVENTION STRATEGY PRIORITIES

Tobacco Free Living

- ▶ Work with local policy makers to implement comprehensive tobacco prevention and control programs.
- ▶ Implement sustained and effective media campaigns, including raising awareness of tobacco cessation resources.

Preventing Drug Abuse and Excessive Alcohol Use

- ▶ Support implementation and enforcement of alcohol and drug control policies.
- ▶ Educate youth and adults about the risks of drug abuse (including prescription drug misuse) and excessive drinking.
- ▶ Work with media outlets and retailers to reduce alcohol marketing to youth.
- ▶ Increase awareness of the proper storage and disposal of prescription medications.

Healthy Eating

- ▶ Lead or convene city, county, and regional food policy councils to assess local community needs and expand programs (e.g., community gardens, farmers markets) that bring healthy foods, especially locally grown fruits and vegetables, to schools, businesses, and communities.
- ▶ Implement culturally and linguistically appropriate social support for breastfeeding, such as marketing campaigns and breastfeeding peer-support programs.

Active Living

- ▶ Offer low- or no-cost physical activity programs (e.g., intramural sports, physical activity clubs).
- ▶ Develop and institute policies and joint use agreements that address liability concerns and encourage shared use of physical activity facilities (e.g., school gymnasiums, community recreation centers).
- ▶ Offer opportunities for physical activity across the lifespan (e.g., aerobic and muscle strengthening exercise classes for seniors).

Injury and Violence Free Living

- ▶ Promote safer and more connected communities that prevent injury and violence (e.g., by designing safer environments, fostering economic growth).

- ▶ Build public awareness about preventing falls, promote fall prevention programs in home and community settings, and educate older adults on how to prevent falls.
- ▶ Implement programs that support juveniles and young adults who are re-entering the communities following incarceration in returning to school, securing employment, and leading healthy lifestyles.

Reproductive and Sexual Health

- ▶ Support pregnant women in obtaining prenatal care in the first trimester (e.g., transportation services, patient navigators).
- ▶ Educate communities, clinicians, pregnant women, and families on how to prevent infant mortality (e.g., nutrition, stress reduction, postpartum and newborn care).
- ▶ Promote and offer HIV and other STI testing and enhance linkages with reproductive and sexual health services (e.g. counseling, contraception, HIV/STI testing and treatment).
- ▶ Provide information and educational tools to both men and women to promote respectful, nonviolent relationships.
- ▶ Promote teen pregnancy prevention and positive youth development, support the development of strong communication skills among parents, and provide supervised after-school activities.

Mental and Emotional Well-Being

- ▶ Provide space and organized activities (e.g., opportunities for volunteering) that encourage social participation and inclusion for all people, including older adults and persons with disabilities.
- ▶ Support child and youth development programs (e.g., peer mentoring programs, volunteering programs) and promote inclusion of youth with mental, emotional, and behavioral problems.
- ▶ Train key community members (e.g., adults who work with the elderly, youth, and armed services personnel) to identify signs of depression and suicide and refer people to resources.
- ▶ Expand access to mental health services (e.g., patient navigation and support groups) and enhance linkages between mental health, substance abuse, disability, and other social services.



i Find more information at:

Website:

www.surgeongeneral.gov/nationalpreventionstrategy

Email:

prevention.council@hhs.gov

Twitter:

#NPSAction

Community coalitions can be effective in raising awareness of and attention to a broad range of issues and implementing effective policies and programs.

